

**Rep Order#** 6860636      **Ver#** 1      **Status** New  
**EC'd** Yes

Traffic Order# 6860636

**Printed:** 10/02/2012 4:55 PM  
**Last Received:** 10/02/2012 1:07 PM

1 of 6

**Station** KTNV-TV LAS VEGAS, NV  
**Advertiser** ( ) .N.R.C.C. IE  
**Product** NRCC IE 2012  
**Estimate#** 3304  
**Buyer** NMRPP MediaAssistant  
**Phone#**  
**Fax#**

**Agency** ( ) NATIONAL MEDIA RESEARCH PLANNING **Rep Firm**  
& PLACEMENT, 815 SLATER LANE **Sales Office** ( ) PHILADELPHIA  
ALEXANDRIA, VA 22314 **Salesperson** ( ) ANJIE BRADY  
**Agency C/P1/P2/E** 155/426/3304  
**Flight Dates** 10/05/2012 - 10/11/2012 **Salesperson Phone#** 215-567-6005  
**Hiatus Weeks** **Salesperson FAX#** 215-567-5938

**--- CONTRACT COMMENT ---**

SC = \*

### --- REMARKS ---

THIS IS A NEW CONTRACT

TOTAL 70,550

PLS CONFIRM ASAP

THANKS, ANGELA

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**Station** KTNV-TV LAS VEGAS, NV

**Advertiser** ( ) .N.R.C.C. IE

## Product NRCC IE 2012

**Estimate#** 3304

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Phone#

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**Hiatus Weeks** **Salesperson FAX#** 215-567-5938

Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
----	-----	-----	-----	----	----	-----	-----
:30	\$750.00	10/10-10/10	1	1	1	\$750.00	
:30	\$750.00	10/11-10/11	1	1	1	\$750.00	
:30	\$750.00	10/05-10/05	4	1	4	\$3,000.00	
:30	\$750.00	10/08-10/08	4	1	4	\$3,000.00	
:30	\$750.00	10/09-10/09	4	1	4	\$3,000.00	
:30	\$750.00	10/10-10/10	4	1	4	\$3,000.00	
:30	\$750.00	10/11-10/11	4	1	4	\$3,000.00	
:30	\$450.00	10/06-10/06	2	1	2	\$900.00	
:30	\$750.00	10/06-10/06	2	1	2	\$1,500.00	
:30	\$850.00	10/06-10/06	1	1	1	\$850.00	
:30	\$750.00	10/06-10/06	1	1	1	\$750.00	



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**Phone#**  
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**Showing Buylines:** All Lines

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**Station** KTNV-TV LAS VEGAS, NV

**Advertiser** ( ) .N.R.C.C. IE

## Product NRCC IE 2012

**Estimate#** 3304

## Buyer NMR

**Phone#**

**Fax#**

LT

**Agency** ( ) NATIONAL MEDIA RESEARCH PLANNING **Rep Firm**  
& PLACEMENT, 815 SLATER LANE **Sales Office** ( ) PHILADELPHIA  
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**Hiatus Weeks** **Salesperson FAX#** 215-567-5938

Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
----	-----	-----	-----	----	----	-----	-----
:30	\$900.00	10/10-10/10	2	1	2	\$1,800.00	
:30	\$900.00	10/11-10/11	2	1	2	\$1,800.00	
:30	\$1,000.00	10/05-10/05	1	1	1	\$1,000.00	
:30	\$1,000.00	10/08-10/08	1	1	1	\$1,000.00	
:30	\$1,000.00	10/09-10/09	1	1	1	\$1,000.00	
:30	\$1,000.00	10/10-10/10	1	1	1	\$1,000.00	
:30	\$1,000.00	10/11-10/11	1	1	1	\$1,000.00	
:30	\$1,100.00	10/05-10/05	1	1	1	\$1,100.00	
:30	\$1,100.00	10/08-10/08	1	1	1	\$1,100.00	
:30	\$1,100.00	10/09-10/09	1	1	1	\$1,100.00	
:30	\$1,100.00	10/10-10/10	1	1	1	\$1,100.00	

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Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING & PLACEMENT, 815 SLATER LANE ALEXANDRIA, VA 22314  
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Salesperson ( ) ANJIE BRADY  
Agency C/P1/P2/E 155/426/3304  
Flight Dates 10/05/2012 - 10/11/2012  
Hiatus Weeks  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
	53	TH	630P-7P	ACTION NWS@630	:30	\$1,100.00	10/11-10/11	1	1	1	\$1,100.00	
Rating:	2.0											
	54	SU	6P-7P	ACTION NWS@6PM	:30	\$850.00	10/07-10/07	2	1	2	\$1,700.00	
Rating:	1.8											

#### ---REPORT TOTALS---

Report Totals: 101 / \$70,550.00

#### ---SALES MONTHLY TOTALS---

Oct 12: 101 / \$70,550.00

Sales Totals: 101 / \$70,550.00

Station Totals: 101 / \$70,550.00

Lines not sent/rcld/rtrn: 0 / \$0.00

#### ---COMPETITIVE---

Market Totals	\$391,944	KBLR	0%	KLAS	8%	KSNV	47%	KTNV	18%	KTUD	0%
		KVCW	6%	KVMY	2%	KVVU	19%				

#### ---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11  
Demos RA35+

#### --- CREDIT RISK ---

CASH IN ADVANCE